AN ANALYTICAL STUDY OF FACTORS AFFECTING CONSUMERS BUYING BEHAVIOUR IN E-COMMERCE MARKETING (WITH REFERENCE TO NANDED DISTRICT.)

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

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SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

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Submitted By

MS. SHRIYANKA DEELIP BAJAJ.

(M.Com. DTL, NET)

DEPT OF COMMERCE

PRATIBHA NIKETAN COLLEGE, NANDED.

UNDER THE SUPERVISION OF

DR. GAJANAN T. WAGHMARE.

(M.Com. SET, NET, DTL, GDC&A, DLL&LW, STP, Ph.D.)

HOD-UG, PG, POST-PG&RESEARCH CENTRE OFCOMM. &MANAGEMENT

PRATIBHA NIKETAN COLLEGE, NANDED.

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INTRODUCTION:

E-commerce is the heart of online marketing. E-commerce is the buying and selling of goods and services, or the transmission of funds, over an electronic network, primarily the internet. Online shopping is a fast-growing phenomenon. E-commerce includes technologies such as mobile commerce, electronic fund transfer, supply chain management, electronic data exchange, inventory management systems etc.

E-commerce is mostly used by customers for paying bills using digital wallets, selling online and purchasing items and various online services. Due to online shopping, the product is available on the doorstep at a discounted and competitive price.

E-commerce is the latest trend due to Covid 19. The small, large and medium businessmen also preferred online business and selling. The important role of online marketing does not carry cash for is the purchase of item and available at yours place at a reasonable rate.

According to Peter Drucker, e-commerce is profoundly changing markets, industry structures, products and services, consumer segmentation, consumer values and consumer behaviour; jobs, and labour markets.

E-commerce term was coined by and first employed by Dr. Robert Jacobson in 1984 in the title and text of California's electronic commerce Act. (wikipedia) e- commerce online transaction started on the first time on the August 1994 by Mr. Dan Kohn who is creating website called NetMarket, the shopify video reports. The first online transaction Kohn sold a CD ofsting's "TenSummoners' Tales" to a friend in a Philadelphia. (Peter H. Lewis wrote in New York time).

The scope of e commerce includes following types:

- **B2B commerce**: When the business transaction takes place between two business houses, through the electronic channel, it is called B2B commerce.
- **B2C commerce**: When the exchange of goods and service takes place between the business entity and the customer, over the internet, then it is known as B2C commerce.
- **C2C commerce**: When the buying and selling of goods and services take place between customers using electronic medium, then it is called C2C commerce
- **Intra-B commerce**: When the exchange occurs within the firm or business house, with the use of electronic media, it is called as Intra B-commerce

CONSUMER BEHAVIOUR:

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes and preferences affect buying behaviour.

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product (Schiffmen, L.G., Wisenblit, J. & Kumar, S.R., 2015). Consumer behaviour is the study of how people are making purchase decisions to satisfy their needs, wants or desires, and how their emotional, mental, and behavioural responses influence the buying

decision. To analyse consumer behaviour, people are using concepts and ideas from various fields such as psychology, economics, biology, and chemistry.

FACTORS AFFECTING BUYING BEHAVIOUR OF CONSUMER:

1. Access: e-commerce sites are easily accessed through the internet.

2. Easy & comfort: The variety of options available to the e-commerce customers.

3. Search option: The search option is helpful for customers for ease of convenience.

4. User friendly: the e-commerce site gives multiple options for payment gateway, promotions, free shipping.

5. These factors are perceived ease of use, perceived risk, perceived usefulness, effect of website design, economic factors, availability of products, and customer satisfaction.

E-COMMERCE SITUATION IN NANDED -

Online shopping is blooming in Nanded. In the city, like Nanded, some of the international brands are not available in local shops. Therefore, people choose online shopping over the local market. On e-commerce sites, companies give more offers, vouchers, gift coupons, cash backs to attract the consumers to buy the product.

Some of the e-commerce sites, apps & companies like Myntra, Nayaka, Amazon, FlipKart provide different types of varieties along with the best quality for the consumer, which is as per the demand made by them and also provide more beneficial discounts and offers which in return make consumers the purchase again and again from E-commerce world. The sites provide more customized products and an option to search for products through the photo. The customer gets the desired product. The consumer gives the payment option COD, credit card, Debit card and payment gateway. The e-commerce sites provide a free delivery option at the doorstep and also provide services like exchange of products and give feedback from customers regarding the quality, delivery, communication etc

REVIEW OF LITERATURE:

- Pandey and Parmar (2019) investigated the factors affecting consumer's online shopping behavior. Study used judgmental sampling for selecting sample the primary and secondary data was used for data collection. 100 sample data was collected from Kanpur. Non parametric test was used to analyze the data. Study found that there are two factors that affect consumers online shopping behavior that is perceived ease of use and perceived risk.
- Seng Chee Lim, Seng Poh Lim and Trakulmaykee (2018) investigated that an empirical study on factors effecting e-commerce adoption among SMEs in West Malaysia. The data collected by the quantitative survey method. The result shows that organization readiness and competitive pressure are two variables.
- Shergill and Chen (2005) in New Zealand studied that Consumers Attitudes towards Online Shopping. The sample collected from non-Probability and

convenience sampling. Data collected from 149 online shoppers selected, Response given by 102 online shoppers. The primary data collected through questionnaires. The study concluded that the many consumers were security issue. The online shoppers were not satisfied with web design.

- Kutz (2015) defines e -commerce as the electronic where powerful ICT systems and a globally standardized network infrastructure are used to exchange goods and services between organizations and individuals.
- According to Turban et al. (2015), if E-commerce was limited to only commerce activities, its usage would be fairly narrow. Hence, E-Commerceis not only referred to as selling and buying E-commerce online but conducting all types of business activities using the internet, intranet, and extranet.
- Mittal, A. (2013) consumers prefer the factor like information availability, reputation of websites, security and after sales services while purchasing online.

SCOPE OF THE STUDY:

The present study aimed at analyzing online shopping trends. The customer preferred online shopping rather than traditional shopping. The customers give them more fun and convenience. Due to covid 19, the policies and precautions taken by the government, most consumers choose online shopping.

The aim of the research study is to find out the factors affecting the buying behavior of consumers. The study regarding e-commerce affects the local markets.

OBJECTIVES OF THE RESEARCH -

1) To analyze the factors affecting the buying behavior of consumers.
2) To analyze the change of buying behavior of consumers after covid pandemic.
3) To compare the effect on e-commerce sites on the local market.
4) To study the challenges faced by e-commerce companies with technological uneducated people.
5) To study recent buying behavior of consumers.

HYPOTHESIS –

- There is a significant difference with the e-commerce user's different age group persons.
- There is a significant difference with the e- commerce user's different income group.
- There is a significant impact of social media advertising on consumer buying behavior.

RESEARCH METHODOLOGY –

METHODS OF SAMPLING -

The data is collected through the simple Random sampling method. The descriptive and analytical study of the variables.

PRIMARY DATA -

The study based on primary data has been collected through the interview and questionnaire. With the help of primary data, we can draw a conclusion and analyse the factors.

SECONDARY DATA –

The secondary data collected from the research paper, thesis, magazines, journals, articles. The researcher has also used the data from various published sources.

STATISTICAL ANALYSIS TOOLS –

The data collected from the sources we will analyze and interpret the data in tabulations, graphical representations and figures. The researcher used various statistical tools, techniques and methods used for collection and classification data and also used appropriate techniques of statistical analysis.

IMPORTANCE OF STUDY:

INTERNATIONAL STATUS:

The total world population is 7.9 billion people out of which 27% of global population turns to online shopping. E-commerce sales grow 17.9% year by year in US also Europe a same trend has seen yearly growth of e-commerce is a 22.15%. The pandemic also contributes to increasing number of first time online shoppers, resulting in larger audiences to target. By employing on-point marketing strategies and fostering an excellent customer experience, you can turn new shoppers into returning buyers.

Digital and mobile wallets also contributed for 45% of global e-commerce transaction. China domination in the e-commerce market. 67% of global online retail sales come from mobile devices.

NATIONAL STATUS:

India E-commerce order volume increased by 36% in the last quarter of 2020, with personal care, beauty & wellness (PCB&W) segment being the largest beneficiary. India E-commerce market is expected to reach US$ 111 billion by 2024. In 2020, Flip kart heavily outsold Amazon by almost two to one by sales during festive retail season. The Indian E-commerce market is expected to grow to US$ 111.40 billion by 2025.

LIMITATION OF STUDY –

- The study is limited to the geographical location of Nanded city.
- The study is limited to the factors affecting buying Behavior of the e- commerce users.
- The study is limited to the different categories(income Level, age, gender)

CHAPTER PLAN:

1. Introduction

2. Factors affecting of buying behavior.
3. E-commerce marketing in Nanded.
4. Problems of E-commerce marketing in Nanded.
5. Analysis and interpretation of the study
6. Conclusions, findings, suggestion

EXPECTED OUTCOME:

1) E-commerce enables customers in enjoying personalized shopping with large varieties of products as per their choice and needs without any restrictions. It is expected that the awareness of ecommerce will be rapidly growing in small towns in next 5 years.
2) As India is rapidly developing digitally and government is also taking effective steps. Government has made many policies to make India digitally strong. As digital India scheme, 2015. These types of schemes boosting up the digital economy of India.
3) There is rise in digital transactions and BHARAT NET program has reach more than 1.15 lacs grampanchayat in country.
4) As expected e-hospitals and Hospital Management Information System (H.M.I.S.), e-pathshala, DG Lockers, Digital empowerment etc. will grow rapidly by 2025.
5) As expected many small and medium scales will be digitally connected and adopt new modern technology by 2025.

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